

WHAT IS CLAIMED IS:

1. *Sub a1* A method comprising the steps of:

receiving a request initiated by a consumer and transmitted over a global communication network to a system, said request having a domain name associated with a plurality of domain names each of which includes a common domain name element;

selecting, responsive to the received request, at least one name of at least one provider; and

forwarding the selected at least one name of the at least one provider from said system to said consumer, wherein said consumer chooses a provider from the selected at least one provider to communicate and, optionally, transact business therewith.

1 *Ant B27* 2. The method of Claim 1, wherein said common domain name element can
2 be represented as INEEDSUBJECT XXX, where "SUBJECT" is a subject matter object
3 and "XXX" is a top-level extension of the domain name.

1 *E1* 3. The method of Claim 1, wherein the global communication network is the
2 Internet.

1 *Ant C27* 4. The method of Claim 1, wherein said step of selecting further includes the
2 step of using a name linking policy to select the at least one name of the at least one
3 provider while utilizing one or a combination of subject matter information, demographic
4 information and geographic information.

1 5. The method of Claim 1, wherein the step of forwarding the selected at least
2 one name of the at least one provider further includes the step of providing comparative
3 pricing and availability information about goods and services offered by said at least one
4 provider.

1 6. The method of Claim 1, further comprising the step of creating a customized
2 presentation for use by said consumer, said customized presentation containing the selected
3 at least one name of the at least one provider and detailed information about goods and
4 services offered by the at least one provider.

1 7. The method of Claim 6, wherein the customized presentation is selected
2 from the group consisting of: web page, Wireless Application Protocol, and other data
3 communication formats.

1 8. The method of Claim 1, further comprising the step of storing, within said
2 system, information associated with said consumer including personal preferences,
3 payment instructions and privacy instructions.

1 9. The method of Claim 1, further comprising the step of operating, within said
2 system, as an intermediary between said consumer and said chosen provider.

1 *Int 647* 10. The method of Claim 9, wherein said step of operating further includes the
2 step of enabling said consumer to identify the goods or services offered by said chosen
3 provider in accordance with privacy instructions submitted by said consumer and stored
4 within said system.

1
2 *ET*
3 11. The method of Claim 10, wherein said privacy instructions includes
4 instructions to make information, alternatively, freely available, available only when
authorized by said consumer, or never available to the chosen provider or third parties.

1
2 *Int 657* 12. The method of Claim 9, wherein said step of operating further includes the
3 step of enabling said consumer to purchase the goods or services of the chosen provider in
4 accordance with payment instructions submitted by said consumer and stored within said
system.

1
2 *ET* 13. The method of Claim 8, wherein said payment instructions includes
instructions to complete transactions for said consumer in an anonymous manner.

1 *Def 1367* 14. The method of Claim 13, wherein said instructions include instructions to
2 complete transactions using a card number of the system and rebill said consumer for said
3 complete transactions.

1 15. The method of Claim 13, wherein said instructions include instructions to
2 complete transactions according to a predetermined payment arrangement with said chosen
3 provider.

1 16. The method of Claim 9, wherein said step of operating further includes the
2 steps of tracking and awarding rewards based on transactions made by said consumer.

1 17. The method of Claim 9, wherein said steps of operating further includes the
2 steps of tracking and ranking a satisfaction level of said consumer.

*Sub
A2*


18 A system comprising:

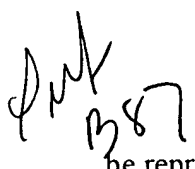
a database for storing information associated with a consumer; and

a server for receiving a request initiated by said consumer and transmitted over a global communication network, said request including a domain name associated with a plurality of domain names each of which includes a common domain name element, said server further including:


a name linking module for selecting, responsive to the received request, at least one name of at least one provider; and

a controller for forwarding the selected at least one name of the at least one provider to said consumer, wherein said consumer chooses a provider from the selected at least one provider to communicate and, optionally, complete a business transaction therewith.

1  19. The system of Claim 18, wherein the global communications network is the
2 Internet.

1  20. The system of Claim 18, wherein said common domain name element can
2 be represented as INEEDSUBJECT.XXX, where "SUBJECT" is a subject matter object
3 and "XXX" is a top-level extension for the domain name.

1 21. The system of Claim 18, wherein said name linking module is operable to
2 select the at least one name of the at least one provider using one or a combination of
3 subject matter information, demographic information and geographic information.

1 22. The system of Claim 18, wherein said controller is operable to enable said
2 consumer to identify the goods or services offered by said chosen provider, evaluate the
3 goods or services offered by said provider by one or more criteria, and further operable to
4 enable said consumer to purchase the goods or services of the chosen provider. 

1 23. The system of Claim 22, wherein the one or more criteria includes
2 comparative pricing and availability information regarding goods and services offered by
3 said at least one provider.

24. The system of Claim 21, wherein the subject matter information is
maintained by the system in a database accessible by all domains of the system.

1 Sub 25. A method for providing a consumer with a customized presentation
2 a3 containing the names of various providers of goods and services that are selected according
3 to a name linking policy, said method comprising the steps of:
4 storing, within an intermediary system, information associated with said consumer;
5 receiving a request initiated by said consumer and transmitted over a global
6 communication network to said intermediary system, said request including a domain name
7 associated with a plurality of domain names each of which includes a common domain
8 name element;
9 selecting, responsive to the received request, at least one name of at least one
10 provider using said name linking policy of said intermediary system;
11 forwarding the selected at least one name of the at least one provider within said
12 customized presentation to said consumer, wherein said consumer chooses a provider from
13 the selected at least one provider to communicate and, optionally, transact business
14 therewith; and
15 operating, within said intermediary system, as an intermediary between said
16 consumer and said chosen provider.

1 *2/10/07* 26. The method of Claim 20, where said step of operating further includes the
2 steps of:

3 enabling said consumer to identify the goods or services offered by said chosen
4 provider in accordance with privacy instructions submitted by said consumer and stored
5 within said intermediary system;

6 enabling said consumer to select for purchase said goods or services of said chosen
7 provider using one or more criteria for same; and

8 enabling said consumer to purchase said goods or services of the chosen provider
9 in accordance with payment instructions submitted by said consumer and stored within said
10 intermediary system.

1 27. The method of Claim 26, wherein the one or more criteria includes
2 comparative pricing and availability information regarding said goods and services of said
3 at least one provider.

1 *PM 217* 28. The method of Claim 25, wherein said common domain name element can
2 be represented as INEEDSUBJECT.XXX, where "SUBJECT" is a subject matter object
3 and where "XXX" is a top-level extension of the domain name.

1 29. The method of Claim 26, wherein said privacy instructions allow the
2 consumer to transact business with the chosen provider in an anonymous manner.

1 30. The method of Claim 29, wherein the anonymous manner allows the
2 consumer to transact business with the chosen provider using a payment method of the
3 system and to be rebilled by the system for same.

1 31. The method of Claim 25, further comprising the step of tracking and
2 awarding rewards based on transactions made by said consumer.

1 32. The method of Claim 25, wherein the global communication network is the
2 Internet.

1 33. The method of Claim 25, wherein said customized presentation is selected
2 from the group consisting of: web page, Wireless Application Protocol and other data
3 communication formats.

add
B11

add
C9

add
E2